



ASIAN PACIFIC FUND

April 23, 2008

Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Re: MB Docket No. 04-233

Dear Commission Members,

I am writing on behalf of the Asian Pacific Fund, a community foundation serving the San Francisco Bay Area, to providing information regarding the public and community service that has been provided by KNTV/NBC11. Our foundation is a public charity and a tax exempt organization under section 501(c)(3) of the IRS Code. While we are located in San Francisco, we serve a seven-county Bay Area region. We specialize in work with Asian business and civic leaders and work with more than ninety community based organizations involving the Chinese, Filipino, Indian, Japanese, Korean, Vietnamese and other Asian American communities. We have enjoyed a close working relationship with KNTV/NBC11 for many years and feel the station has made many important contributions to the support of our work in the community to serve the poor and disenfranchised. More than 24% of the people in the Bay Area are Asian Americans and nearly 20% of them live in poverty.

In the past year, NBC11 has produced and broadcast several flights of public service announcements to promote our Bay Area wide education program, Growing Up Asian in America. Through this essay and art competition local students compete for savings bond scholarships, and their winning entries are displayed in traveling exhibits that are hosted by local public libraries. Having this kind of partnership ensures that we reach a large segment of the community and that our free programs are accessible to poor students and families throughout the region. Second, journalists from the station have volunteered their time to emcee our community events, both for the education program and our annual gala which recognizes the charitable contributions of local business leaders. Their participation adds greatly to the professionalism, visibility and importance of both events and also helps us communicate our message clearly to our audiences. During 2007-08 our foundation also has been part of a local task force including U.S.G.S., our local utility, Pacific Gas and Electric, the American Red Cross and others to promote the importance of earthquake preparedness and recovery planning, and NBC11 journalists endorsed that program, again give the project higher visibility.

Finally, because we work throughout this media market and across all of the Asian ethnic communities, staff of NBC11 often welcome ideas and advice regarding community issues and news and we greatly appreciate this opportunity to ensure more diverse and representative perspectives. We would be happy to supply additional information to support your review of KNTV/NBC11.

Best regards,

Gail M. Kong

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